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Appl. No. 09/729,783  
Amdt. date August 11, 2004  
Reply to Office Action of February 12, 2004

**Amendments to the Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for providing interactive management of branded non-interactive multimedia content and advertising content at a location accessible to a consumer having redeemable credit, comprising the steps of:

providing a multimedia terminal at said location for receiving said multimedia content and said advertising content, presenting said advertising content and, in response to said consumer redeeming said credit at said terminal, presenting said multimedia content to said consumer;

providing a first remuneration to a content provider for said multimedia content based on said presenting of said multimedia content to said consumer via said multimedia terminal; and

~~providing~~ receiving a second remuneration from an advertising supplier for said advertising whereby said second remuneration at least partially offsets said first remuneration.

2. (currently amended) A system of providing interactive management of branded non-interactive multimedia content created by a content provider and advertising content from a supplier at a location managed by an entity and accessible to a consumer having redeemable credit, comprising:

a loyalty mechanism for rewarding said consumer with said redeemable credit for participation in a loyalty program and for tracking redemption of said

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credit; and

a multimedia terminal at said location for presenting said advertising content in consequence whereof said supplier remunerates said entity, and for permitting said consumer to redeem said credit in exchange for presentation of said multimedia content to said consumer in consequence whereof ~~said operator remunerates said source of multimedia content~~ is remunerated

3. (original) The system of claim 2, wherein said multimedia terminal further comprises a first input for receiving said redeemable credit from said loyalty mechanism, a display and speakers for presenting said advertising content and said multimedia content, and a further input for receiving said advertising content and said multimedia content.

4. (original) The system of claim 3, wherein said loyalty mechanism includes a customer database accessible via at least one of a magnetic striped card, smart card or PIN for said consumer.

5. (currently amended) The system of claim 2, wherein said branded non-interactive multimedia content includes at least one of videos, audio, art, pictures, cartoons, ~~interactive video games, web sites, television programming, or line~~ books or magazines.

6. (currently amended) The method of claim 1, wherein said location of said terminal and said branded non-interactive multimedia content are selected to optimize perceived value to said consumer.

7. (currently amended) The system of claim 2, wherein said location of said terminal and said branded non-interactive multimedia content are selected to optimize perceived value to said consumer.